



## ENTRY DEADLINE: MONDAY, APRIL 2, 2012

Texas General Land Office Adopt-A-Beach Program  
High School PSA Contest 2012  
P.O. Box 12873  
Austin, Texas 78711-2873

According to the Ocean Conservancy, land-based sources contribute 70 percent of all trash found in the oceans and on our Texas beaches. The largest source is trash washed off streets into storm drains that empty directly into streams, rivers, and bays. Each time it rains, runoff from the street picks up litter and other pollutants, which eventually make their way down to the Texas coast. Show us how you can make a difference for cleaner shores in Texas.

### OFFICIAL CONTEST RULES

1. Eligible participants are high school students, grades 9-12, who live in the Capital Area Council of Governments region (Bastrop, Blanco, Burnet, Caldwell, Fayette, Hays, Llano, Lee, Travis and Williamson counties).
2. Entries should be based on the theme: Trash Travels ... trash in your hometown not properly disposed of can make its way to the Texas coast. Help us make a difference for cleaner shores in Texas.
3. Entries must be exactly **30 seconds in length**. The video **must be broadcast quality and either 4x3 or 16x9 aspect ratio**. It is recommended that the video be edited at the highest quality possible.
4. Participants must use the Adopt-A-Beach logo (available for download at [texasadoptabeach.org](http://texasadoptabeach.org)).
5. PSAs containing unauthorized copyrighted music, words, logos, photos or video clips will be automatically disqualified from the contest.
6. All participants appearing in the PSA **must have consented to be in the video**, including the parents or legal guardians of those under the age of 18. Consent for appearance and publicity of submitted video entry is assumed by the Adopt-A-Beach Program.
7. Videos, once completed, should be **posted on YouTube**.
8. After submission on YouTube, a completed entry form (available at [texasadoptabeach.org](http://texasadoptabeach.org)) must be signed by the student and parent or legal guardian, scanned and sent to [beach@glo.texas.gov](mailto:beach@glo.texas.gov) with the YouTube link provided.
9. **All entries must be received by April 2, 2012.** Late submissions will not be accepted.
10. Winners will be announced in mid-April. Entries will be judged on the effectiveness of the message, creativity, educational aspects and uniqueness. Three winners will be selected. Prizes will be awarded for 1st, 2nd, and 3rd place. In addition, the winning PSA will be aired on YNN and posted to YNN's website and also on the Adopt-A-Beach website. YNN/Time Warner Cable Inc. cannot guarantee that the Commercial will air at a specific time and on a specific date. YNN/Time Warner Cable is not responsible if airing of PSA must be cancelled or postponed for any reason.
11. One entry per student or student group.

Each entrant (and such entrant's parent/legal guardian) who enters this Contest represents and warrants as follows: (i) the PSA is the entrant's own original, previously unpublished, and previously unproduced work; (ii) the PSA is not the subject of any actual or threatened litigation or claim; (iii) the PSA does not and will not violate or infringe upon the intellectual property rights or other rights of any other person or entity; and (iv) the PSA does not and will not violate any applicable laws, and is not and will not be defamatory or libelous. Each entrant (and such entrant's parent/legal guardian) hereby agrees to indemnify and hold the Texas General Land Office (GLO) and any additional sponsors and/or supporters of the contest, including, without limitation YNN/Time Warner Cable Inc. harmless from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of entrant hereunder. Consent to reproduce submitted PSAs for publicity purposes is assumed. PSAs may be edited by GLO staff for time, but not for content. Winning entries will be used for educational purposes. Household family members of General Land Office employees are not eligible. This contest is void where prohibited. All taxes on prizes are the sole responsibility of the prize winner. YNN/Time Warner Cable Inc. is not responsible for the administration of the contest.



**For more information please contact the Adopt-A-Beach program at  
1.877.TXCOAST (892-6278) or email [beach@glo.texas.gov](mailto:beach@glo.texas.gov)**



# OFFICIAL ENTRY FORM

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### TO BE COMPLETED BY THE SCHOOL (Please print clearly)

Student Name \_\_\_\_\_

Age \_\_\_\_\_ Gender \_\_\_\_\_ Grade \_\_\_\_\_

School Name \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_

School Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Principal Name \_\_\_\_\_ Teacher Name \_\_\_\_\_

Email Address \_\_\_\_\_

### TO BE COMPLETED BY THE PARENT OR GUARDIAN (Please print clearly)

Parent/Guardian Name \_\_\_\_\_

Daytime Telephone(\_\_\_\_\_) \_\_\_\_\_ Evening(\_\_\_\_\_) \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_ Zip \_\_\_\_\_

Email Address \_\_\_\_\_

I, \_\_\_\_\_, give \_\_\_\_\_

(Please print name of parent/guardian) (Please print name of student)

permission to enter his/her video in the "Trash Travels High School PSA Contest." I give the Texas General Land Office (GLO) permission to use the enclosed video and student's name for Adopt-A-Beach (AAB) purposes, and I acknowledge and understand that the video will become the property of the GLO. I further grant permission to the GLO or its agents to use my child's name and likeness in AAB advertising, publicity and other media. In addition, I understand that certain winners may be invited to attend AAB events. Participation in such events is voluntary and travel expenses will not be reimbursed if a winner chooses to attend.

Parent/Guardian Signature \_\_\_\_\_

Date \_\_\_\_\_

**Pledge of Originality:** I declare and avow that the video I am submitting to the Texas General Land Office Adopt-A-Beach Program Trash Travels High School PSA Contest is my own original work and not derived from (based upon) any other publicly available video.

Student Signature \_\_\_\_\_